

Hitt and Runn—Oh Yes! They're Always Willing to Try Anything for One Time!

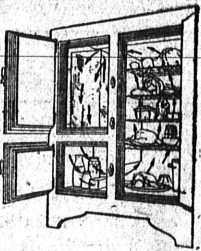
BY HITT



SAVE WITH ICE

What happens in a good ICE refrigerator

ICE, in a properly constructed and operated refrigerator, creates a constant circulation of pure, cold air, thus removing food odors through the outlet and preventing unappetizing interchange of food flavors. The cycle of air in a well iced refrigerator is exactly as shown in the right-hand illustration. And it is this constant circulation of cold purified air which explains the incomparable freshness of ICE-kept foods.



To enable ICE to serve you most satisfactorily, be sure you have a refrigerator that is well insulated, tightly joined together and built to let air circulate freely. We shall be glad to help you select a properly constructed refrigerator and to see that it is kept well filled with ice.

UNION ICE CO.

R. E. BUDGE, Local Manager

Phone Torrance 193-R

2319 Arlington Avenue

BUSINESS RIVALRY IS MORE FRIENDLY, SAYS PENNEY PRES.

Address of Earl Sams, President of J. C. Penney Chain, Before Retail Conference Says Chain Stores Help Independents, and Widen Trading Territory

In an address delivered before the conference on retail distribution in Boston last night, Earl Sams, president of the J. C. Penney Company operating nearly 1400 retail dry goods stores said, "The objective of the chain store manager is, and should be, in the average case, identically the same as that of the independent store manager. If he is in the right job, he looks upon his work as a service to which his community is entitled. And he has a right to expect a reward only in proportion to the service rendered."

"Rivalry has always existed, sometimes friendly, sometimes not so friendly, between and among independent merchants, just as it does between chain stores and independents. This condition will always obtain. I feel that the unfriendly attitude in business is becoming less marked. Men have accepted a broader view of what their business relationships should be. On the whole, they are somewhat less selfish."

"Storekeeping can be made to serve men and women to the mutual advantage of the store-keeper and his customers. The customer contributes the money; the store-keeper contributes knowledge, skill, judgment and the buying ability of an organization so that the customer's money is invested in the most economical manner."

"It would seem that a merchant in any community, regardless of prevailing requirements, should be the servant of his public. And this deduction applies with equal force to both the chain store and the independent retailer."

"Viewed in this light, the relationship that properly should exist between the chain store and the independent store is that relationship which should exist between two men who happen to be engaged in the same kind of business."

"Already a large percentage of the independent merchants are proving to themselves that their early fears of chain stores were groundless."

"Any corporation which might have as its supreme objective, the deliberate annihilation of some other service-rendering business project, deserves to fail, and because of its inability to apply right principles in its operations, little hope for its permanent success need be entertained."

"The extent to which chain stores will continue to increase throughout the country is not governed solely by the sum total of financial resources these merchandising groups can command. It is a matter of deepest conviction with me that neither the chain store nor the independent merchant can afford to depend upon what he now has, in order to get more. Money, of itself, does not make more money."

"The successful merchant of the future, whether with a chain store system or operating as an independent merchant, will necessarily be that individual who brings to his community merchandise that it needs, and under the most favorable conditions possible. His conduct, both as a distributor of merchandise and as a citizen in the community, must command that community's confidence and justify its continued patronage."

"There seems never to have been any objection entertained by independent merchants concerning the growth of the business of an independent retailer. The law of supply and demand is considered sufficient to govern his investments. If he finds it profitable to extend his frontage and to increase his floor space, he is congratulated upon his ability as a manager. If, on the other hand, he prefers to establish his increased floor space in another neighborhood or community, why should he be looked upon with suspicion, his motives questioned, or he himself be looked upon as a

possible menace to the community's prosperity?

"My attention was recently called to a summary issued by the Bureau of Business and Government Research of the University of Colorado, in which the following were listed as advantages accruing to other merchants because of the presence of chain stores in the community:

1. Well-known chain stores help to bring in trade from the surrounding trade territory in which local merchants share.
2. The scientific merchandising policies followed by chain units give the alert and progressive merchants something to aim at. They can study the policies of the chains, emulating their good points and discarding those not applicable to individually owned stores.
3. The better merchants prefer that their competitors have the stability which comes from scientific policies and a knowledge of merchandising. Inefficient competitors are recognized as more of a handicap to competent merchants than are well managed and soundly financed chain stores.

"Not long ago, my attention was called to an instance in which a chain store was located opposite a vacant lot. In minimum time thereafter stores were built on the lot and occupied by independent merchants who desired to be located as near the chain store as possible. Incidentally, both of them are today enjoying a thriving business."

"It is increasingly common for chain store representatives to be reminded by independent merchants that they consider the influence of the chain store a deciding factor in increasing the trading radius of a community. It has been proven in many instances that customers travel a great many miles further to trade in communities where nationally advertised chain stores may be found."

"However, a careful checkup reveals that it is not the chain store, alone, which profits from these out-of-town customers. They are inclined to look around to compare styles, values and prices. Moreover, the purchases for the entire family include many types of merchandise not carried in stock at the average department store. Specialty shops, hardware stores and other merchants get their full share of this out-of-town business."

"The merchant is, in the strictest sense, accountable to his community as a merchandising servant. No community should be expected to support him, to buy his merchandise, unless his operating plan is economical and his buying policies in accord with his community's needs. Certainly, every merchant, whether chain store operator or an independent store, must consider himself a distributor of merchandise. He is an individual whom the community rewards according to the character of the services rendered."

The J. C. Penney company will open their store in Torrance on next Thursday evening, August 19th.

To San Francisco
ONE WAY \$14

\$22.75 ROUND TRIP
16-day return limit

Including MEALS and BERTHS!

HARVARD and YALE

SAILINGS TO SAN FRANCISCO—Tues., Thurs., Fri., Sat., from L. A. Harbor, 4 p.m.

ONE WAY \$3

To San Diego \$3

\$5 ROUND TRIP
16-day return limit

Including MEALS

SAILINGS TO SAN DIEGO—Wed., Thurs., Sat., Sun., at 3 p.m.

Through connection via Santa Stage

LASSCO

LOS ANGELES STEAMSHIP CO. 61-69

Torrance Pharmacy

730 So. Broadway, Los Angeles
Tel. VAndike 2421

Harbor City Notes

Mr. and Mrs. Teichner of 251st street, are proud parents of a baby daughter who arrived at their home last Monday. The little lass who has been named Lois and her mother, are progressing most satisfactorily.

Mr. Elmer Skinner of the Skinner and Cooper Grocery of Redondo boulevard has returned from a recent trip to Nebraska where he visited with relatives and friends.

Mr. and Mrs. Alvin Johnson of Marysville were dinner guests on

Tuesday evening of Mr. and Mrs. W. M. Schildmeyer, 2714 262nd street. Mr. and Mrs. Johnson are vacationing in Southern California.

A very successful food sale was held on Saturday at Lanovic's Meat Market on Bellefonte avenue by the local Y.W.C.A. unit to further the local work here. Mrs. H. Hickman

was in charge of the food sale and was assisted by Mrs. T. A. Johnson and the Misses Helen Smith and Helen Johnson, both Girl Reserves of Harbor City. The next regular meeting of the local unit will be held at the Y.W.C.A. building on Bellefonte avenue, on Sept. 24.



Our Buying Power Is Your Saving Power

THERE never was a time in the history of Merchandising, when economic distribution meant so much to the People of America, as right now.

The J. C. Penney Company, with more than a thousand Department Stores in 48 States, is helping Millions of Families to get the utmost in Values.

Buying for More Than a Thousand Stores means very large savings on everything we Buy, and substantially lower prices to all our Customers.

More than that—it means Better Qualities, Better Workmanship, Better Materials, Better Values—all AT LOWER PRICES—than would otherwise be possible.

Our New Store Will Soon Be Opened Here

It will be a thoroughly Modern Store in which you can buy with Confidence. Everything we sell will PROVE up and SQUARE up with those ideals that will merit your continued patronage.

Only as we serve can we hope to succeed. And thru our Values and our Service we expect to WIN and HOLD your confidence.

Economy of operation is an important part of our plan.

Cash Prices and no Deliveries means large saving in overhead expense and Lower Prices for Quality Goods.

Complete new stocks of Dry Goods, Ready-to-Wear, Clothing, Furnishings, Shoes, Notions, will be ready for your inspection.

In the New Store you will find a friendly attitude of helpfulness. It will be a Home Store for Home Folks.

J. C. PENNEY COMPANY, Inc.

1269 Sartori Avenue

Torrance, Calif.

Kellys are designed for service

Kellys are built to give service—built from the inside right through to the outside to stand up under heavy loads and on tough roads.

If you have been unable to find a tire that will give you one hundred cents' worth of mileage for every dollar you spend, try one Kelly.

One Kelly will convince you that it's a good investment to have Kellys on all around.

Mullin's Complete Auto Service

ARTHUR MULLIN, Prop.

Western Ave. and Redondo Blvd., Torrance, Calif.
Telephone 320-J